

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	MJ-301-MEA	Major Mandatory 11	Marketing Environment Analysis and Strategies	4	4

Course Objectives	
1	To introduce students to the concepts, importance, and components of the marketing environment and its influence on business and marketing decisions.
2	To provide an understanding of strategic analysis tools and frameworks used for evaluating competitive and market situations.
3	To familiarize students with product, pricing, branding, and competitive marketing strategies used in dynamic business environments.
4	To acquaint students with recent trends, technological developments, and challenges in formulating and implementing modern marketing strategies.

Course Outcome	
CO1	To understand the concepts, nature, and impact of micro and macro environmental factors on marketing decisions and business strategy.
CO2	To analyze industry structure, competitive dynamics, and strategic analysis models for effective strategic decision-making.
CO3	To apply product, pricing, branding, and competitive marketing strategies in different business situations.
CO4	To analyse recent trends, technological advancements, and challenges in modern marketing strategies using practical examples and case studies.

Unit	Title and Contents	No. of Lecture Hours
1 <b>Introduction to Marketing Environment And Analysis of Micro and Macro Environment</b>	1.1 Marketing environment: 1.2 Meaning, concept 1.2.1 Importance, nature and characteristics of marketing environment 1.3 Environmental forces influencing business strategy 1.3.1 Macro environmental factors (PESTLE) 1.3.1 Micro environmental factors 1.3.2 Applications of micro and macro environmental factors 1.4 Impact of environmental changes on marketing decisions	15

<p style="text-align: center;"><b>2</b> <b>Strategic Analysis Tools</b></p>	<p>2.1 Industry structure and competitive dynamics models:  2.1.1 Porter’s five forces model  2.1.2 Competitive dynamics, industry life cycle model  2.1.3 Hyper competition model  2.1.4 Game theory in competitive dynamics  2.2 Corporate portfolio and market growth matrix analysis:  2.2.1 BCG Matrix  2.2.2 GE–McKinsey Matrix  2.3 Integrative strategic alignment and decision-making matrices:  2.3.1 SWOT Analysis  2.3.2 TOWS Matrix  2.3.3 SPACE Matrix  2.4 Emerging frameworks for blue ocean and digital era environments</p>	<p style="text-align: center;"><b>15</b></p>
<p style="text-align: center;"><b>3</b> <b>Marketing Strategies</b></p>	<p>3.1 Introduction to marketing strategies:  3.2 Need, objectives and significance of marketing strategies, components of marketing strategies  3.3 Product life cycle strategies new product development strategies  3.3.1 Branding and rebranding strategies  3.3.2 Packaging and labelling strategies  3.3.3 Types of pricing strategies  3.4 Competitive marketing strategies  3.4.1 Market leader strategies  3.4.2 Market challenger strategies  3.4.3 Market follower strategies,  3.4.4 Market niche strategies</p>	<p style="text-align: center;"><b>15</b></p>
<p style="text-align: center;"><b>4</b> <b>Recent Trends and Challenges in Marketing Strategies</b></p>	<p>4.1 Recent trends in marketing strategies:  4.2 Digital and Social Media Marketing.  4.2.1 Intensive marketing,  4.2.3 Artificial Intelligence and Automation, Personalized marketing,  4.2.4 Influencer Marketing, Mobile and e-commerce marketing,  4.2.5 Green and sustainable marketing,  4.2.6 Omni channel customer experience, Neuromarketing, Customization  4.3 Challenges in formulating &amp; executing Marketing Strategies.  4.3.1 Rapid technological changes,  4.3.3 Increasing market competition,  4.3.4 Data privacy and security concerns in Marketing.  4.4 Practical examples or case lets - McDonald, Coca cola, Tata industry, Amul etc.</p>	<p style="text-align: center;"><b>15</b></p>

## Reference Material:

### Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Marketing Management	Philip Kotler, Kevin Lane Keller Francis Cherunilam	Pearson Education	Harlow, England
2	Strategic Marketing Management	Viva Books Originals	Viva Books Originals	India
3	Marketing Inside Out	Srinivasan Siva Rao	Notion Press, 1st Edition	India
4	Marketing Management – Marketing Cases in the Indian Context	K. Aswathappa	Himalaya Publishing House Pvt. Ltd.	India

### Other Learning Material E- Resource:

#### Open Educational Resources (OER) & Open Textbooks:

- 1.Open Textbook Library (University of Minnesota)
- 2.Oregon State University Open Textbooks (Strategic Management by John Morris)
- 3.MERLOT Business Portal (Multimedia Educational Resource for Learning and Online Teaching)

#### Global Online Courseware & Video Repositories:

- 1.MIT Open Course Ware (Sloan School of Management)
- 2.Coursera / edX Institutional Repository (Free Audit Tracks)
- 3.Khan Academy / Academic YouTube Channels (Competitive Strategy Series)

#### Interactive Tools, Simulations & Digital Databases

- 1.Harvard Business Publishing (HBP) Education Simulation Suite
- 2.Strategic Management Society (SMS) Teaching Community Resources
- 3.MindTools / Strategy Tools Repository

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	MJ-302-SMM	Major Mandatory 12	Strategic Marketing Management	4	4

Course Objectives	
1	To develop an understanding of strategic marketing concepts, frameworks, and their role in achieving organizational goals.
2	To equip learners with analytical tools for evaluating competitive advantage and formulating effective marketing strategies.
3	To enable application of customer insight, segmentation, positioning, and branding techniques in dynamic market environments.
4	To foster strategic thinking for implementing, monitoring, and controlling marketing plans with emphasis on ethics, sustainability, and performance metrics.

CO No.	Course Outcome
CO1	Explain the scope, evolution, and process of strategic marketing using tools like SWOT and PESTEL.
CO2	Analyze corporate, business, and functional strategies to assess competitive advantage using BCG, Ansoff, GE/McKinsey etc.
CO3	Apply customer insight, segmentation, targeting, positioning, and branding strategies for effective marketing decisions.
CO4	Evaluate the impact of digital technologies, big data, and AI on strategic marketing and customer relationship management.
CO5	Design strategic marketing plans incorporating alliances, product life cycle, ethics, sustainability, and risk management.
CO6	Evaluate marketing performance using metrics like KPI, ROI, and CLV through real-world case analysis.

Unit	Title and Contents	No. of Lecture Hours
1. Foundations of Strategic Marketing	1.1 Meaning, scope, and importance of strategic marketing, Strategic Marketing vs Traditional Marketing 1.2 Evolution of marketing concepts: production, product, selling, marketing, societal and holistic marketing 1.3 Role of marketing in business strategy 1.4 Strategic marketing management process (analysis → planning → implementation → control)	15

	<p>1.5 Case studies: Delta Airlines (customer-centric strategy), ITC (strategic vision), Hindustan Unilever – Purpose-Led Marketing Strategy</p>	
<p><b>2. Strategic Planning and Competitive Advantage</b></p>	<p>2.1 Levels of strategy: corporate, business, functional</p> <p>2.2 Marketing fit with corporate and business strategies</p> <p>2.3 Market orientation and customer value creation</p> <p>2.4 Value chain analysis and core competencies</p> <p>2.5 Competitive advantage: cost leadership, differentiation, focus strategies (Porter)</p> <p>2.6 Tools for strategic planning: BCG Matrix, Ansoff Growth Matrix, GE/McKinsey Grid</p> <p>2.7 Case discussion: Disney’s diversification strategy, Amul – Cooperative Marketing and Competitive Advantage in India</p>	<p><b>15</b></p>
<p><b>3. Customer Insights, Segmentation, and Positioning</b></p>	<p>3.1 Understanding consumer behavior and decision-making processes</p> <p>3.2 Business-to-business (B2B) buying behavior and institutional markets</p> <p>3.3 Market segmentation: geographic, demographic, psychographic, behavioral</p> <p>3.4 Targeting strategies and positioning approaches</p> <p>3.5 Branding and brand equity: building, measuring, and managing</p> <p>3.6 Digital customer insights: role of big data, AI personalization, and marketing dashboards, social media insights and digital engagement</p> <p>3.7 Case study: Uber’s segmentation and positioning strategy, Nykaa – Building a Digital-First Beauty Brand in India</p>	<p><b>15</b></p>
<p><b>4. Strategic Marketing Implementation and Control</b></p>	<p>4.1 Designing and executing strategic marketing plans</p> <p>4.2 Strategic alliances, partnerships, and networks in marketing</p> <p>4.3 Managing marketing across product life cycle and competitive scenarios</p> <p>4.4 Marketing metrics and performance measurement (KPIs, ROI, CLV)</p> <p>4.5 Implementation challenges: barriers, structures, and risk management</p>	<p><b>15</b></p>

	<p>4.6 Ethics, sustainability, and socially responsible marketing strategies</p> <p>4.7 Case study: Global brands managing strategy execution (e.g., Coca-Cola, Unilever), Tata Motors – Brand Repositioning with the Nexon EV</p>	
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## Reference Material:

### Reference Books

1. Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management (16<sup>th</sup> Global Edition). Pearson.
2. Ferrell, O. C., Hartline, M., & Hochstein, B. W. (2022). Marketing Strategy (8<sup>th</sup> Edition). Cengage.
3. Walker, O. C., Mullins, J., & Boyd, H. W. (2019). Marketing Strategy: A Decision-Focused Approach. McGraw Hill.
4. Porter, M. E. Competitive Advantage: Creating and Sustaining Superior Performance. Free Press.
5. Wilson, R. M. S. & Gilligan, C. (2021). Strategic Marketing Management (10<sup>th</sup> Edition). Routledge.

### Case Studies & Articles

1. Delta Airlines Customer Satisfaction Study <https://www.jdpower.com/business/press-releases/2026-north-america-airline-satisfaction-study>
2. ITC Strategic Vision [https://itcportal.com/about-itc.html#item\\_1703240300929-tab](https://itcportal.com/about-itc.html#item_1703240300929-tab)
3. Disney Diversification Strategy <https://accid.org/wp-content/uploads/2019/03/Case-Disney-Linares-Cardona-Carreraformatvno-note.pdf>
4. Uber Segmentation & Positioning <https://static1.squarespace.com/static/6425dee2ede4280449ecceec/t/6483cf9eb866304854f4c4bd/1686359981033/Uber-Case-Study-digitalbizmodels-com-v2.pdf>
5. Coca-Cola Sustainability & Strategy <https://www.coca-cola.com/ph/en/sustainability>
6. Nykaa Brand Strategy – <https://www.hbr.org>
7. Tata Motors Nexon EV Repositioning – <https://www.tatamotors.com/innovation/electric-vehicles/>

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	MJ-303-CM	Major Mandatory 13	Cases in Marketing	4	4

Course Objectives	
1	Bridge theoretical marketing knowledge with practical applications
2	Develop analytical, problem-solving, and decision-making skills through case studies.
3	Encourage experiential learning via projects, fieldwork, or internships.
4	Foster understanding of contemporary marketing challenges (digital, ethical, sustainable, rural, global, etc.).
5	Prepare students for real-world marketing roles

Course Outcome (COs)	
By the end of this course, students should be able to.:	
CO1	Analyze and interpret marketing cases to identify key business problems, opportunities, and challenges.
CO2	Apply marketing concepts, frameworks, and tools such as STP, Marketing Mix, SWOT Analysis, and Consumer Behaviour models to real-world business situations.
CO3	Develop strategic marketing solutions and recommendations based on case analysis, market insights, and organizational objectives.
CO4	Evaluate the effectiveness of digital marketing, brand management, and customer engagement strategies in contemporary business environments.
CO5	Assess ethical, sustainable, and emerging marketing practices and their impact on organizational performance and society.

Unit	Title and Contents	No. of Lecture Hours
1	<b>Introduction to Case Studies</b> 1.1 Cases 1.1.1 Introduction to Cases. 1.1.2 Meaning of Case. 1.1.3 Definition of Case Study. 1.1.4 Types of Case Studies. <b>1.2 Objectives of Case Studies</b> 1.2.1 Meaning and Purpose of Case Studies.	10

	<p>1.2.2 Objectives of Case Studies.</p> <p><b>1.3 Characteristics and Importance of Case Studies</b></p> <p>1.3.1 Characteristics of Case Studies.</p> <p>1.3.2 Importance of Case Studies.</p> <p><b>1.4 Guidelines for Case Studies and Case Discussion</b></p> <p>1.4.1 Guidelines for Case Analysis.</p> <p>1.4.2 Case Discussion Process.</p> <p>1.4.3 Effective Case Presentation and Participation.</p>	
2	<p><b>Case Studies on Key Marketing Areas</b></p> <p><b>2.1 Consumer Behavior &amp; Buyer Decision Process</b></p> <p>2.1.1 Consumer Behavior Cases.</p> <p>2.1.2 Buyer Decision Process Cases.</p> <p><b>2.2 Marketing Mix (4Ps)</b></p> <p>2.2.1 Product Strategy Cases.</p> <p>2.2.2 Price Strategy Cases.</p> <p>2.2.3 Place Strategy Cases.</p> <p>2.2.4 Promotion Strategy Cases.</p> <p><b>2.3 Product Mix – Product Life Cycle</b></p> <p>2.3.1 Product Mix Cases.</p> <p>2.3.2 Product Life Cycle Cases.</p> <p><b>2.4 Brand Management</b></p> <p>2.4.1 Brand Building Cases.</p> <p>2.4.2 Brand Equity Cases.</p> <p><b>2.5 Price Mix</b></p> <p>2.5.1 Pricing Strategy Cases.</p> <p>2.5.2 Pricing Decision Cases.</p> <p><b>2.6 Place Mix: Distribution &amp; Supply Chain</b></p> <p>2.6.1 Distribution Channel Cases.</p> <p>2.6.2 Supply Chain Management Cases.</p> <p><b>2.7 Organized and Unorganized Marketing</b></p> <p>2.7.1 Organized Marketing Cases.</p> <p>2.7.2 Unorganized Marketing Cases.</p> <p><b>2.8 Service Marketing</b></p> <p>2.8.1 Service Quality Cases.</p> <p>2.8.2 Customer Service Cases.</p> <p><b>2.9 Digital &amp; Social Media Marketing</b></p> <p>2.9.1 Digital Marketing Cases.</p> <p>2.9.2 Social Media Marketing Cases.</p> <p><b>2.10 Rural Marketing</b></p> <p>2.10.1 Rural Consumer Cases.</p> <p>2.10.2 Rural Marketing Strategy Cases.</p> <p><b>2.11 International Marketing</b></p> <p>2.11.1 Global Market Entry Cases.</p> <p>2.11.2 International Marketing Strategy Cases.</p> <p><b>2.12 Marketing Research &amp; New Product Development</b></p> <p>2.12.1 Marketing Research Cases.</p> <p>2.12.2 New Product Development Cases.</p> <p><b>2.13 Ethical &amp; Legal Issues in Marketing</b></p> <p>2.13.1 Ethical Marketing Cases.</p> <p>2.13.2 Legal Issues in Marketing Cases.</p> <p><b>2.14 Sustainable/Green Marketing</b></p> <p>2.14.1 Green Marketing Cases.</p>	20

	2.14.2 Sustainable Marketing Cases.	
<b>3</b>	<b>Strategic Marketing Case Analysis</b> <b>3.1 Case Analysis Framework</b> 3.1.1 Introduction to Case Analysis Framework. 3.1.2 Identifying Marketing Problems. 3.1.3 SWOT Analysis. <b>3.2 Strategic Marketing Decision Making</b> 3.2.1 Market Opportunity Assessment. 3.2.2 Strategy Formulation. <b>3.3 Digital Marketing Cases</b> 3.3.1 Customer Analytics and KPIs. 3.3.2 Digital Marketing Performance Evaluation. <b>3.4 Brand Management Cases</b> 3.4.1 Reputation Management. 3.4.2 Brand Recovery Strategies. <b>3.5 Marketing Case Analysis and Recommendations</b> 3.5.1 Case Analysis Process. 3.5.2 Strategic Recommendations. 3.5.3 Evaluation of Alternative Solutions.	<b>15</b>
<b>4</b>	<b>Contemporary Marketing Cases</b> <b>4.1 Consumer Behaviour Cases</b> 4.1.1 Consumer Buying Behaviour. 4.1.2 Customer Satisfaction and Loyalty Cases. <b>4.2 Digital Marketing Cases</b> 4.2.1 Social Media Marketing Cases. 4.2.2 Influencer Marketing Cases. <b>4.3 Brand Management Cases</b> 4.3.1 Brand Positioning Cases. 4.3.2 Brand Extension Cases. <b>4.4 Sustainable and Ethical Marketing Cases</b> 4.4.1 Green Marketing Cases. 4.4.2 Ethical Issues in Marketing Cases. <b>4.5 Emerging Marketing Trends</b> 4.5.1 Artificial Intelligence in Marketing. 4.5.2 Omnichannel Marketing Cases.	<b>15</b>

**Reference Material:**

**Reference Books**

<b>Sr. No.</b>	<b>Title of the Book</b>	<b>Author/s</b>	<b>Publication</b>	<b>Place</b>
<b>1</b>	Marketing Management	Philip Kotler & Kevin Lane Keller	Pearson India	South Asia
<b>2</b>	Case Study Solutions Marketing	H. Kaushal	Lakshmi	New Delhi

3	Marketing Management	V. S. Ramaswamy , S. Namakumari	Macmillan	New Delhi
4	Foundational Of marketing	John Fahy& David Jobber	Tata McGraw Hill	New Delhi
5	Marketing In India Text and cases	S. Neelamrgham	Vikas Publication	New Delhi
	Marketing - Cases Insights	Paul Baines, Chris Fill, Kelly page Piyush K. Sinha	Oxford	New Delhi

**Other Learning Material E- Resource:**

1. <https://hbsp.harvard.edu/cases/>
2. <https://www.thecasecentre.org/>
3. <https://onlinecourses.nptel.ac.in/>
4. <https://www.managementparadise.com/>
5. <https://www.marketing91.com/category/case-studies/>

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	ME-301-DMRM	Major Elective	Decision Making & Risk Management	4	4

Course Objectives	
1	To understand the fundamental concepts, principles, and processes of decision making and risk management.
2	To examine the various models, tools, and technological applications used in decision making and problem solving.
3	To develop analytical, creative, and leadership abilities required for effective individual and group decision making.
4	To evaluate the influence of personal values, organizational culture, and career factors on strategic decision making.

Course Outcome	
CO1	Explain the concepts, principles, styles, and processes of decision making along with the significance of risk management in organizations.
CO2	Apply various decision-making models, problem-solving techniques, and technological tools for effective managerial decisions.
CO3	Analyze the role of leadership, creativity, workplace conflicts, and decision-making competencies in organizational settings.
CO4	Evaluate the influence of individual values, career choices, organizational conflicts, and strategic risk management on business decisions.

Unit	Title and Contents	No. of Lecture Hours
1 <b>Introduction to Decision making and Risk Management</b>	1.1 Decision making – Introduction, 1.2 Factors affecting decision making, 1.3 Principles of decision making 1.4 Steps in decision making process, 1.5 Decision making styles – types 1.6 Reasons for failure of rational models, 1.6.1 Traps that lead to sub-optimal decisions 1.6.2 Biases in decision making 1.7 Risk management: Meaning, significance and role	15

<p style="text-align: center;"><b>2</b> <b>Decision making Tools and Models</b></p>	<p>2.1 Role of technology in decision making and data analysis. 2.2 Models of decision making: 2.2.1 Rational model of decision making, 2.2.2 Myers Briggs, 2.2.3 Bounded Rationality model, 2.2.4 Retrospective decision model, 2.2.5 OODA Loop model, 2.2.6 Ladder of Inference 2.2.7 Herbert Simon’s decision-making model 2.3 Problem Solving – Meaning and difference between problem solving and decision making 2.4 EQ (Emotional Intelligence) versus IQ as essential decision-making traits</p>	<p><b>15</b></p>
<p style="text-align: center;"><b>3</b> <b>Role of Decision Making and leadership</b></p>	<p>3.1 Definitions of leadership and followership, 3.2 Common motives of leaders and followers. 3.3 Creative decision making – Meaning and significance 3.3.1 Characteristics and process of creative solutions, 3.3.2 Creative decision making in groups. 3.4 Blocks in decision making – Routine and emergency problems, threats in decision making 3.5 Understand workplace problems and conflicts. 3.5 Strategies to deal with workplace problems 3.6 Decision making competencies – Meaning, types and techniques</p>	<p><b>15</b></p>
<p style="text-align: center;"><b>4</b> <b>Individual and Organizational Values in Decision Making and Risk Management</b></p>	<p>4.1 Importance of team composition, understanding your own value system and how it influences choices 4.2 Career Decision Making – Concept, Steps, and factors Influencing Career Choices. 4.3 Donald Super theory of Career Development 4.4 Dealing with organizational Conflict and Risk - Resistance to change, 4.5 Strategic decision making: meaning, and significance.</p>	<p><b>15</b></p>

**Reference Material:**

**Reference Books**

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Decision Making: 5 Steps to Better Results	Harvard Business Review	Harvard Business Review Press	India
2	Decision Making Essentials You Always Wanted to Know	Mark Koscinski	Vibrant Publishers	India

3	On Making Smart Decisions	Harvard Business Review	Harvard Business Review Press	India
4	Decisive – How to Make Better Decisions	Chip Heath	Random House Business	United Kingdom
5	Thinking in Bets – Making Smarter Decisions When You Don't Have All the Facts	Annie Duke	Portfolio Publishing	India
6	Credit Appraisal, Risk Analysis and Decision Making	D. D. Mukherjee	Snowwhite Publications	India
7	Managing Project Risk and Uncertainty	Chris Chapman and Stephen Ward	Wiley Publications	India
8	Fundamentals of Risk Measurements	Chris Marrison	Tata McGraw Hill	India

**Other Learning Material E- Resource:**

1. SWAYAM – Effective decision making : [https://onlinecourses.swayam2.ac.in/e-learning/preview/cec24\\_hs95](https://onlinecourses.swayam2.ac.in/e-learning/preview/cec24_hs95)
2. SWAYAM – Multi-Criteria Decision Making and Applications [https://onlinecourses.nptel.ac.in/e-learning/preview/noc24\\_ge01](https://onlinecourses.nptel.ac.in/e-learning/preview/noc24_ge01)

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	MN-301-ECSR	Minor	Ethics & Corporate Social Responsibility	2	2

Course Objectives	
1	To understand the concept and importance of ethics in business.
2	To develop ethical decision-making abilities among students.
3	To understand the concept and scope of corporate social responsibility.
4	To create awareness about sustainability and responsible business practices.

Course Outcome	
CO1	Understand fundamentals of ethics and ethical values.
CO2	Apply ethical principles in business situations.
CO3	Explain CSR concepts and sustainability practices.
CO4	Analyze the role of business in social and environmental development.

Unit	Title and Contents	No. of Lecture Hours
1 <b>Introduction to Business Ethics</b>	1.1 Introduction to Ethics, Meaning and Definition of Ethics, Nature and Importance of Ethics, Types of Ethics, Values and Morality, Ethics in Personal and Professional Life. 1.2 Business Ethics: Meaning and Importance of Business Ethics, Objectives of Business Ethics, Ethical Issues in Business, Ethical Decision Making, Code of Conduct and Corporate Governance 1.3 Ethical Practices in Business: Ethics in Marketing, Ethics in Human Resource Management, Ethics in Finance and Accounting, Ethics in Information Technology and Digital Business	15
2 <b>Corporate Social Responsibility (CSR)</b>	2.1 Introduction to CSR, meaning and concept of CSR, evolution and importance of CSR, objectives and scope of CSR, CSR and sustainable development 2.2 CSR framework in India: CSR provisions under companies act 2013, role of government in CSR, CSR policies and programs, stakeholder approach in CSR. 2.3 CSR practices and sustainability: environmental responsibility, community development initiatives, education and healthcare CSR activities, green business and sustainability. examples of CSR initiatives taken by Indian companies	15

## Reference Material:

### Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Business Ethics and Corporate Social Responsibility	C.S.V. Murthy	Himalaya Publishing House	Mumbai
2	Business Ethics and Corporate Governance	A.C. Fernando	Pearson Education	New Delhi
3	Business Ethics: Concepts and Cases	Manuel G. Velasquez	Pearson Education	New Delhi
4	Business Ethics and Corporate Social Responsibility	Dr. S.S. Khanka	S. Chand Publishing	New Delhi
5	Corporate Governance, Ethics and Social Responsibility	V. Balachandran & V. Chandrasekaran	PHI Learning Pvt. Ltd.	New Delhi
6	Business Ethics: For B.Com, BBA, BBM and BMS	Prabhat Kumar Roy & Chandra Kumar Roy	Vikas Publishing House	Noida
7	Business Ethics: Corporate Governance, CSR and Indian Ethics	Prof. N.M. Khandelwal	Misha Books	Jaipur
8	Business Ethics and Corporate Governance	K.V. Bhanu Murthy & Usha Krishna	Tata McGraw Hill	New Delhi

### Other Learning Material E- Resource:

1. [https://onlinecourses.nptel.ac.in/noc25\\_mg08/preview](https://onlinecourses.nptel.ac.in/noc25_mg08/preview)
2. <https://www.managementstudyguide.com/business-ethics.htm>
3. <https://www.investopedia.com/terms/c/corporategovernance.asp>
4. <https://corporatefinanceinstitute.com/resources/management/corporate-governance/>
5. [https://www.tutorialspoint.com/business\\_ethics\\_and\\_corporate\\_governance/index.htm](https://www.tutorialspoint.com/business_ethics_and_corporate_governance/index.htm)

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/ Week
5	VSC-301-EE	Vocational Skill Development Course (VSC)	Entrepreneurship Essentials	2	4

Course Objectives	
1	To understand the fundamentals of entrepreneurship and entrepreneurial leadership.
2	To develop the ability to identify customer needs and business opportunities.

Course Outcome	
CO1	To explain the concepts and principles of entrepreneurship and entrepreneurial leadership.
CO2	To analyse customer requirements and identify potential business opportunities.

Unit	Title and Contents	No. of Lecture Hours
1 <b>Entrepreneurship Fundamentals</b>	1.1 Meaning and concept, attributes and mind-set of entrepreneurial and intrapreneurial leadership, role models in each and their role in economic development. 1.2 Understanding and analyzing the macro-Problem and Industry perspective, technological, socio economic and urbanization trends and their implication on new opportunities. 1.3 Aligning passion, identifying and defining problem using Design thinking principles. Analyzing problem and validating with the potential customer.	15
2 <b>Customer Discovery, Ideation and competition mapping</b>	2.1 Understanding customer, customer segmentation, creating and validating customer personas. 2.2 Understanding Customer Jobs-to-be-done and crafting innovative solution design to map to customer's needs and create a strong value proposition. Iterating problem-customer fit. 2.3 Examining ideation techniques and generating solution ideas. Competition and Industry trends mapping for assessing market sizing - initial opportunity.	15

**This Course will be executed in collaboration with SPPU's Innovation, Incubation & Linkages and Wadhavani Foundation.**

## Reference Material:

### Reference Books

Sr. No.	Title of the Book	Author/s	Publication	Place
1	Entrepreneurship (11th Edition)	Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha	McGraw Hill	New York
2	The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses	Eric Ries	Crown Business	New York
3	Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers	Alexander Osterwalder & Yves Pigneur	John Wiley & Sons	Hoboken, New Jersey
4	Start with Why	Simon Sinek	Penguin Books Limited	London
5	Change by Design Revised & Updated: How Design Thinking Transforms Organizations and Inspires Innovation	Tim Brown	Harper Business	New York
6	The Dolphin and the Shark: Stories on Entrepreneurship	Namita Thapar	Penguin Books Limited	New Delhi
7	Effectuation: Elements of Entrepreneurial Expertise	Saras D. Sarasvathy	Elgar Publishing Ltd	Cheltenham, UK

### Other Learning Material E- Resource:

1. [https://onlinecourses.nptel.ac.in/noc20\\_ge08/preview](https://onlinecourses.nptel.ac.in/noc20_ge08/preview)
2. [https://onlinecourses.nptel.ac.in/noc24\\_mg93/preview](https://onlinecourses.nptel.ac.in/noc24_mg93/preview)
3. <https://nptel.ac.in/courses/127105007>
4. <https://nptel.ac.in/courses/110101167>
5. <https://www.managementstudyguide.com/entrepreneurship-development.htm>
6. [https://www.tutorialspoint.com/entrepreneurship\\_development/index.htm](https://www.tutorialspoint.com/entrepreneurship_development/index.htm)

Semester V					
Semester No.	Course Code	Type of Course	Course Title	Credits	Hours/Week
5	FP-301-MM	Field Projects (FP)	Field Project	2	4

Course Objectives	
1	To understand the practical aspects of field-based research and project work.
2	To develop analytical, communication, and problem-solving skills through field study.

Course Outcome	
CO1	To understand and apply field research techniques in project work.
CO2	To analyse information and prepare project reports effectively.

Unit	Title and Contents	No. of Lecture Hours												
1 <b>Field Visit Structure</b>	<ul style="list-style-type: none"> <li>Pre-visit orientation session by concerned teachers</li> <li>Selection of industry/organization (department level)</li> <li>Visit to manufacturing firms / service organizations / logistics companies/ Export houses</li> <li>Interaction with professionals</li> <li>Data collection and observation (Preparing Questionnaire)</li> </ul>	15												
2 <b>Student Activities During Visit</b>	<ul style="list-style-type: none"> <li>Follow discipline (safety protocols) as prescribed by the organization.</li> <li>Observation of business operations for practical understanding</li> <li>Interaction with officials</li> <li>Documentation study (if any)</li> <li>Understanding working of business firms</li> <li>Note-taking and data collection</li> <li>Photography (if permitted)</li> </ul>	15												
3 <b>Project preparation</b>	<p>The final project shall be presented as a book along with a presentation to be evaluated by the faculty mentor.</p> <p>Total Evaluation will be of 50 Marks and distributes as follows</p> <table border="1"> <thead> <tr> <th>Component</th> <th>Marks</th> </tr> </thead> <tbody> <tr> <td>Attendance &amp; Participation</td> <td>10</td> </tr> <tr> <td>Field Visit Report</td> <td>20</td> </tr> <tr> <td>Viva/Presentation</td> <td>10</td> </tr> <tr> <td>Industry Interaction &amp; Observation Quality</td> <td>10</td> </tr> <tr> <td><b>Total</b></td> <td><b>50 Marks</b></td> </tr> </tbody> </table>	Component	Marks	Attendance & Participation	10	Field Visit Report	20	Viva/Presentation	10	Industry Interaction & Observation Quality	10	<b>Total</b>	<b>50 Marks</b>	
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<p style="text-align: center;"><b>4</b></p> <p><b>Field Visit Report Format</b></p>	<ol style="list-style-type: none"> <li>1. Title page</li> <li>2. Certificate</li> <li>3. Acknowledgement</li> <li>4. Objectives of Visit</li> <li>5. Company/Organization Profile</li> <li>6. Methodology</li> <li>7. Observations and findings</li> <li>8. Learning Outcomes</li> <li>9. Conclusion</li> <li>10. References</li> <li>11. Annexures (photos, brochures, etc.)</li> </ol> <p>Notes:</p> <ul style="list-style-type: none"> <li>❖ Students will be assessed on continuous basis with respect to their performance.</li> <li>❖ Submission of two spiral visit reports, duly signed by students and concerned mentors at the time of viva is mandatory.</li> </ul>	
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